



## **Request for City Council Committee Action from the Department of Transportation & Public Works**

**Date:** July 8, 2014

**To:** Honorable Kevin Reich, Chair Transportation and Public Works Committee

**Subject:** 2014 Minneapolis Bike week

**Recommendation:** Receive and file

### **Department Information**

Prepared by: Nick Ray Olson, Intern

Approved by: \_\_\_\_\_  
Steven A. Kotke, P.E., Director of Public Works

Presenters in Committee: Nick Ray Olson, Intern

### **Reviews**

- Permanent Review Committee (PRC): N/A
- Civil Rights Approval N/A
- Policy Review Group (PRG): N/A

### **Financial Impact**

- No financial impact

### **Supporting Information**

For the past eight years, Minneapolis has hosted an annual event (or series of events) promoting bicycling and walking. Beginning in 2006 as a single-day event, Minneapolis Bike/Walk to Work has seen many variations and changes through the years.

From 2006 to 2013, the event remained relatively consistent as Twin Cities Bike Walk Week. With events in Minneapolis, St. Paul, and nearby suburbs, the week primarily focused on riding or walking to work. As the event has grown, challenges with the Twin Cities Bike Walk Week model arose, including: convoluted organization; too narrow a focus on biking and walking; marginalized walking efforts; June date neglected school engagement; and concerns the event never realized its full potential.

Following the success of the 2013 Twin Cities Bike Walk Week, which included over 60 events and 6,100 participants over seven days, the City of Minneapolis partnered with the Minneapolis Bicycle Coalition to rebrand and reboot the 2014 event as Minneapolis Bike

Week. The transition to Minneapolis Bike Week 2014 would entail:

- Limiting the scale of the event: Focusing on Minneapolis clearly defined organizational responsibility and allowed for easier branding.
- Focus on biking: Walking only comprised a small portion of participation in previous events. Moreover, experience has shown that organizing events that include both biking and walking is difficult and ineffective.
- Include all types of biking: Previous events focused entirely on biking to work for utilitarian purposes. The new event would encourage and celebrate all types of riding.
- Move event to May: Moving the event to May allowed organizers to partner with Minneapolis Public Schools and engage students.
- Involving Minneapolis Bicycle Coalition: The Coalition's extensive volunteer network and its experience with Open Streets proved it was a partner committed to the success of future Bike Week events.
- Rebranding: With the proposed changes, rebranding the event was necessary. Promoted as "the next evolutionary step of what was Bike Walk Week," Minneapolis Bike Week revitalized what many saw as an uninteresting event.

Minneapolis Bike Week 2014 was held from May 4 through May 11 and included 150 events over eight days. New in 2014, each day had a different theme to highlight the many ways to ride in Minneapolis. The themes allowed sponsors to plug into specific events and provided opportunities for diversity and participation across demographics. Themes for this year's events included (with estimated number of participants):

- Sunday: Bike to Parks Day (670)
- Monday: Cinco de Mayo (50)
- Tuesday: Nice Ride Day (200)
- Wednesday: Bike to School Day (1,500)
- Thursday: Bike to Work Day (130)
- Friday: Bike and Transit Day
- Saturday: Bike to Local Businesses Day (600)
- Sunday: Family Bike Day (65)

In addition to the daily events, Minneapolis Bike Week 2014 also featured Commuter Pit Stops, a network of 15 stations providing bike resources and support, including free lights, repairs, coffee and other giveaways. Each location was staffed six times throughout the week during morning and evening rush hours, providing service for approximately 4,000 participants.

The 2014 events also received a fair amount of media attention:

- TV segments: 6
- Radio segments: 2
- Print articles: 7
- Digital media: 6

Minneapolis Bike Week 2014 was funded, in part, through the City of Minneapolis:

Staff: \$20,500  
Prizes: \$1,900  
Giveaways: \$9,500  
Advertising: \$2,800  
Total: \$34,700

**Next Steps**

With the success of the 2014 event, all involved parties have expressed a desire to continue Minneapolis Bike Week in 2015. The Minneapolis Bicycle Coalition is interested in hosting the event again, potentially playing an even larger role. One key element to expanding the event in 2015 is to find a title sponsor. Looking ahead to next year, two issues that require further discussion are:

1. Is the City interested in continuing its involvement in 2015? If so, in what capacity?
2. Is the City interested in turning the event over to the Minneapolis Bicycle Coalition?

**Attachments:**

Minneapolis Bike Week 2014: Event Summary and Review